



## **Summary Notes from the International Meeting “The Creative Cities and the Music” 26-28 February 2015, Centro Cultural Raiano, Idanha-a-Nova**

The meeting, a three-day event, had a large number of attendees, with an average attendance of 200 participants during the three days, among them government dignitaries, foreign representatives, namely delegates from UNESCO Cities of Music, members of Idanha’s candidacy Committee to the UNESCO Cities of Music and other stakeholders. Please find the Programme of the Meeting in Appendix I and a representative list of some of the attendees in the Appendix II.

### **1<sup>st</sup> day (26 February 2015, Centro Cultural Raiano, Idanha-a-Nova)**

At the Reception of the participants, **Mr. Armindo Jacinto**, Mayor of Idanha-a-Nova, in his welcoming remarks told the gathering that he, the municipal executive and his fellow inhabitants are fully committed to the success of the UNESCO Creativity City Application and that music sector in Idanha is strong. Furthermore, he expressed his hope that this initiative would be the launchpad for future collaboration projects with the UNESCO Cities of Music, not only those present in the event but all of them, as well as other interested parties.

A concert by the Noa Noa project followed the reception of the participants.

### **2<sup>nd</sup> day (27 February 2015, Centro Cultural Raiano, Idanha-a-Nova)**

Speakers and moderators

- Speakers
  - Mr. Armindo Jacinto
  - Mrs. Ana Abrunhosa
  - Mr. Filipe Faria
  - Mr. José Alfredo Vasconcelos
  - Mr. Rainer Kern
  - Mr. Mauro Felicori
  - Mr. Toshiyuki Nemoto
  - Mr. José Lucas Chaves Maza
- Moderator
  - Mr. Pedro Roseta

**Mr. Armindo Jacinto**, Mayor of Idanha-a-Nova, at the Opening session and Presentation of the Application of Idanha-a-Nova, highlighted the different sets of programmes, actions, initiatives and policies on music and other areas that are being developed/implemented by the Municipality, as well as its various partners. Those efforts aim to sustain Idanha’s economic development, attract more investment and create more jobs and opportunities for its citizens, taking advantage of its strengths to build the city’s music industry, stating the following: “Over time the music brought to us the cultural heritage that we are so proud of. Today, we have an obligation to transmit our cultural heritage to future generations.”





**Mrs. Ana Abrunhosa**, head of The Regional Coordination and Development Commission, stated that she fully supports the UNESCO Creative City application and remarked that the initiative in question could help to create more opportunities for the Idanha's inhabitants. She said that: "We hope that this application will be crowned with success. The municipality of Idanha has been following the right path in order to be competitive on creativity and innovation, seeking to assert itself through its authenticity and the richness of its arts and traditions."

The projection of a short documentary "Adufe" created by Rui Silva followed. The film vividly illustrated the history and the importance of the Adufe, a local Musical Instrument, for the lives and the traditions of the people of Idanha-a-Nova. You can watch the film here:

<http://www.rtp.pt/play/p1687/e185651/o-povo-que-ainda-canta>

**Mr. Rainer Kern**, head of Mannheim UNESCO City of Music, Germany, presented an overview of the city and its successful submission to the Creative Cities Network of UNESCO. Furthermore, he took the time to go through all the different stages of Mannheim's bid, so that Idanha-a-Nova could profit from their experience, in crafting its pitch, to be better prepared to communicate its value/uniqueness through every phase of the candidacy process. Furthermore he stated that "The combination between the cultural research made in Idanha, the role of music in the local economy and the music itself, makes me very excited about this candidacy. Idanha will have our full support."

**Mr. Mauro Felicori**, Head of the Economic Development and City promotion Department of Bologna City Council in Italy, presented an overview and some of the assets of the city of Bologna, namely its music institutions and associations that promote its tradition and the places of music production. Furthermore he highlighted the work done in Bologna by disseminating calls for tenders and opportunities for the artists of the city in order to support their internationalization, promote international relations and student/ professional exchanges. Mr. Felicori gave special attention to the projects already developed in this path such as co-productions, festivals and residency projects with other music cities of the Creative Cities Network and the effort of the city of Bologna to map in a database all the venues, festivals and training centers of the city. The city of Bologna will support the candidacy of Idanha-a-nova to the CCN of UNESCO and would be really interested in collaborating in the field of traditional music with the city. He also added that "A small town can help bring about a deeper understanding of the roots and traditions behind music. Idanha can lead the network in the traditional music field".

**Mr. Toshiyuki Nemoto**, Professor and Dean of the Faculty of Regional Cultural Policy and Management in Shizuoka University of Arts And Culture, in Shizuoka, Japan, presented the history of the city of Hamamatsu and its relationship with music until the present days. According to Mr. Nemoto the Hamamatsu City prospered during the early modern period by local cotton industry. After the Meiji Restoration (1868), the weaving machine and the surrounding technology were converted into musical instruments (mainly piano) and motorcycle manufacturing, then shifted to automobiles. All of them were the first inventions in Asia. The city played the role of the cradle of Japanese modern industries. On the accumulation of long tradition of local arts, music and performances, modern musical culture, from classical to pop,





flourished in the city, including international piano and opera contests, supported by local musical instrument industries.

Nowadays, musical instrument industries merge with local microelectronic and ICT device industries, to evolve into electronic instruments and software for music, such as MIDI norm and the newest vogue of VOCALOID. Mr. Nemoto highlighted that the city of Hamamatsu will support the application of Idanha to the UCCN and that "It is important to involve young people in activities, and we see this happens in Idanha. The emotional attachment that people here have with music is surprising and impressive."

**Mr. José Lucas Chaves Maza**, Project Director of the Institute of Culture and Arts of Seville, City of Seville, in Spain presented some facts and figures from the city of music of Seville as well as its future goals. Mr. Chaves displayed a few videos, demonstrating the life and the culture of the city as well as its assets and facilities. He presented some of the city's festivals as part of public and private initiatives. Mr. Chaves expressed the support of the city of Seville to Idanha's candidature and added that "More important than the size of Idanha-a-Nova is what it can bring to the Creative Cities Network. I have no doubt that their integration will be an asset".

At the end of the evening the maestro **Luis Cipriano** presented his perspective on the relation between traditional and Classical Music. A concert of his debut composition followed at the Centro Cultural Raiano.





### **3<sup>rd</sup> day (28 February 2015, Centro Cultural Raiano, Idanha-a-Nova)**

#### **1<sup>st</sup> Session: Round table discussion**

- **Speakers**
  - Mr. José Lucas Chaves Maza
  - Mr. Mauro Felicori
  - Mr. Rainer Kern
  - Mr. Toshiyuki Nemoto
- **Moderator**
  - Mr. Carlos Medeiros

#### **2<sup>nd</sup> Session:**

- **Speakers**
  - Mr. Stephen Fuller
  - Mr. José Maria Ballester
  - Mr. Carlos Medeiros
  - Ms. Ana Carla Fonseca Reis
  - Mrs. Clara Cabral
- **Moderator**
  - Mrs. Lucette De Andrade Diawara

#### **Closing Session:**

- Ms. Jessie Westenholz
- Mr. Jorge Barreto Xavier

### **1<sup>st</sup> Session**

In the round table discussion there were mainly two thematic topics discussed:

#### **How should the Network be activated:**

- Create a model of evaluation of the music cities members of the network
- Create an internet Platform for the Cities of Music
- Focus on Special subjects/thematic areas
- Find the cities common features and promote them through the platform, facilitating their collaboration
- Listen to the creative people of the creative cities of what they have to say and propose
- Take advantage of the common Roman background of the European cities of Seville, Bologna, and Ghent and develop a creative project.
- Use the “Brand” of UNESCO more often to promote the members’ activities

#### **How should Idanha promote its Candidature:**

- Underline the scientific research of the Center of Music Documentation
- Internationalize the creative solutions implemented in Boom Festival (the independent financial structure, the environmental care and the usage of the social networks as a communication strategy)





- Stress that Idanha is small but has a deeper view and a stronger relationship with culture and music, than bigger cities. Idanha has a lot to offer and extract as well.
- Correlate the Portuguese music with the music originating from the Portuguese-speaking African countries, and Brazil as well as Asia and their strong influence
- Point that music rejuvenises the elder and leads to long living, passing the musical traditions to the youth - i.e. the intergenerational contact through the Adufe.
- Organize and plan a festival of the Music Cities of UNESCO with individual or common line-ups, independent financing or UNESCO sponsorship - the cities agreed and support this initiative.

## 2<sup>nd</sup> Session

**Mr. José Maria Ballester**, Member of Idanha's candidacy Committee to the UNESCO Cities of Music and Director of the Rural Development Area of the Botín Foundation, Spain, in his presentation stated the following:

"A city is creative when its public administration, its institutions and its citizens are able to build its future together. But a city is always a living entity, both in terms of the people who live there and the territory over which it exerts a historical, economical or administrative influence. In order for its varying groups to come together to construct the future it is necessary to have a clear knowledge of the identifying values that the city and its territory are able to transmit and share with everyone else. The first step on the path to creation is knowledge. The second is to conjure up the emotion of sharing. Sharing inwards and outwards, towards 'the other'. And even more so in a social dynamic such as the one we live in, where cultures and identities interact with each other more and more. And there are few places like music for generating and sharing emotions. Idanha-a-Nova has cultivated this in an extraordinary fashion, shaping a space now bubbling over with creativity."

**Mr. Carlos Laranjo Medeiros**, Chairman of Idanha's candidacy Committee to the UNESCO Cities of Music and the President of IPI Consulting Network, talked about the importance of e-reputation nowadays. He presented relevant evidence about the importance of being present on the internet for a business. He namely referred to the number of people globally that are active internet users and the ones that are active in social media; the % of people that buy on-line and the importance of peer recommendations against advertisements in consumers' shop choices, among others. Mr. Medeiros also stressed the importance of e-reputation for events' divulgation and the connection that it could have with territorial development. He finished showing how the massification of geolocation's internet tools can allow us to think and make an integrated marketing strategy of events & territories, a symbioses that could have great advantages for both.

**Ms. Ana Carla Fonseca Reis**, Member of Idanha's candidacy Committee to the UNESCO Cities of Music and Special Advisor on the creative economy for the UN (UNDP/UNCTAD), Brazil, spoke about the strong relation between creative industries and the cities' development, giving several examples of successful cases around the world of creative initiatives from the field of gastronomy to the music field. Furthermore she referred to the importance of culture as identity and its impact to the ecosystem of the city, presenting some cases of urban art in the cities. In order to prove the impact of the creative industries in the development of the territories, Ms. Fonseca gave the concrete examples of the cities of Salvador, Candeal and Guaramiranga





in Brasil and Cateura in Paraguay.

**Mrs. Clara Cabral**, from the Portuguese National Commission of UNESCO, introduced the role of UNESCO in its various themes, such as the protection of the cultural, natural or mixed world heritage and demonstrated the UNESCO's conventions in which Portugal was represented until today. Mrs. Cabral presented the 15 sites in Portugal that are part of the world heritage, some of which are monuments, historic buildings, city centers and sites, cultural landscapes and natural properties of Portugal as well as the ones around the world of Portuguese origin. Furthermore she highlighted the importance of the preservation of the cultural intangible heritage, which includes Oral expressions, Performing arts, Social practices, Knowledge concerning nature, Traditional craftsmanship, Instruments, Objects, Artefacts and Cultural spaces associated. All those are transmitted from generation to generation constantly recreated by communities and groups, with the concrete example in Idanha-a-Nova of the Adufe playing. Therefore the safeguarding of the cultural intangible Heritage provides communities with a sense of identity and continuity, thus promoting respect for cultural diversity and human creativity. Mrs. Cabral concluded her presentation by listing the cultural heritage of Portugal that have been nominated as Intangible Cultural Heritage of UNESCO.

### **Closing Session**

**Ms. Jessie Westenholz**, Member of Idanha's candidacy Committee to the UNESCO Cities of Music and President of the Jeunesses Musicales International, president of the Jeunesses Musicales International, in a very passionate way stated the following: "The world of tomorrow belongs to the children of today! They are the forefront of global change and innovation. Empowered, they can be key agents for development and peace with Music as one of their most powerful and dedicated means. A true universal language of expression. Music is an important tool for building sustainable human development. Music breaks down barriers, creates platforms for dialogue and boosts creative potential. Music can bridge social, geographical and cultural differences and create intercultural dialogue, learning and understanding. If we all join our forces... we can do it !" Furthermore, Ms. Westenholz, expressed her full support for the Idanha-a-Nova candidacy.

**Mr. Jorge Barreto Xavier**, Portuguese Secretary of State of Culture of the Government of Portugal, closed the International Meeting saying: "The Idanha-a-Nova area has striven to generate a movement, driven by music, which is geared towards the internal structure of its community. It seeks to forge a connection between the local history (including the musical past of the area) and contemporary society, through programmes that have gained national and international recognition. Located in a sparsely populated and ageing region, the municipality of Idanha-a-Nova has demonstrated a unique capacity to look at its circumstances and develop a plan for the future in which creativity is given a key role. This capacity is based on planned action, contextualised studies and research activities. To this end, Idanha-a-Nova's application for membership at the UNESCO Network of Creative Cities is to be welcomed and deserves our wholehearted support. The "Creative Cities and Music" initiative forms part of this agenda, and I am honoured to be able to highlight its local, regional and national importance."

A Concert from the Iberian Baroque Orchestra followed inside the Cathedral Church of Idanha-a-Velha.





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## Appendix I

### International Meeting “The Creative Cities and the Music”

Centro Cultural Raiano | Idanha-a-Nova | 26, 27 and 28 of February, 2015

1st day (26 Feb.)
<b>18:30 - Reception of the participants</b> Wine and cheese tasting Concert by the “Noa Noa Project”
2nd day (27 Feb.)
<b>9:30 - Opening session and Presentation of the Application of Idanha-a-Nova</b> Armindo Jacinto   Mayor of Idanha-a-Nova Ana Abrunhosa   Chairman of the Committee of Coordination and Regional Development for Centro Region
<b>10:15 - The Musical Heritage in Idanha</b> José Alberto Sardinha   ethnomusicologist (presented by Prof. Carlos Medeiros)
<b>10:35 - Traditional Matrix and Contemporary Music</b> Filipe Faria   Fora do Lugar Festival
<i>coffee break</i>
<b>11:15 - The Boom Festival</b> Alfredo Vasconcelos   Good Mood Projection of “Adufe”, a documentary episode created by Rui Silva
<i>lunch break</i>
<b>15:00 - UNESCO Creative Cities of Music</b> Mannheim Rainer Kern   Germany Bologna Mauro Felicori   Italy
<i>coffee break</i>
Hamamatsu Toshiyuki Nemoto   Japan Sevilla José Lucas Maza   Spain
<i>dinner break</i>
<b>21:00 - The relation between Traditional and Classical Music</b> Luís Cipriano   Cultural Association of Beira Interior Concert: Debut composition of the maestro Luis Cipriano







**3rd day (28 Feb.)**

**9:00 - Round table discussion with the UNESCO Creative Cities of Music**

Moderator: **Carlos Medeiros**

**José Lucas Maza** | Seville, Spain

**Mauro Felicori** | Bologna, Italy

**Rainer Kern** | Mannheim, Germany

**Toshiyuki Nemoto** | Hamamatsu, Japan

*coffee break*

**11:00 - The impacts of the Creative Industries**

The Economic Impacts

**Stephen Fuller** | George Mason University (USA)

The Social Impacts

**José Maria Ballester** | Foundation Botín (Spain)

*lunch break*

**15:00 - The impacts of the Creative Industries**

The Impacts of e-Reputation

**Carlos Medeiros** | President of the Candidature Committee (Portugal)

Creative Industries and the Cities' Development

**Ana Carla Reis** | Foundation Getúlio Vargas (Brasil)

**16:30 - The participation of Portugal to the UNESCO Conventions**

**Clara Cabral** | Representative of the National Commission of UNESCO (Portugal)

*coffee break*

**17:15 - Closure**

Making a difference through Music

**Jessie Westenholz** | Jeunesses Musicales International (Belgium)

Closure of the International Meeting

**Jorge Barreto Xavier** | Secretary of State for Culture

*dinner break*

**21:30 - Iberian Baroque Orchestra Concert**





## Appendix II

### Presences:

Mr. Jorge Barreto Xavier (speaker)	Portuguese Secretary of State of Culture of the Government of Portugal
Mr. Armindo Jacinto (speaker)	Mayor of Idanha-a-Nova Municipality
Mr. António Francisco Bentes Gil	President of the Municipal Assembly of Idanha-a-Nova
Mrs. Ana Abrunhosa (speaker)	Head of The Centro Regional Coordination and Development Commission
Ms. Margarida Mendonça	The Centro Regional Directorate of Culture
Ms. Fátima Carvalho	The Centro Regional Directorate of Culture
Ms. Helena Silva	President of the Parish Council of Proença-a-Velha
Ms. Alcina Cerdeira	Councillor of the Fundão Municipality
Mr. Miguel Rainha	Fundão Municipality
Mr. Joaquim Laranjo	President of the Parish Council of Oleiros
Mr. Fernando Silvestre	Famalicao Municipality
Ms. Sónia Carvalho	Councillor of the Beja Municipality
Mr. Carlos Trancão	Beja Municipality
Mrs. Clara Cabral (speaker)	Portuguese National Commission for UNESCO
Mr. Hiroshi Azuma	Ambassador Extraordinary and Plenipotentiary of Japan to Portugal
Mr. Rainer Kern (speaker)	Head of Mannheim UNESCO City of Music, Germany
Mr. Mauro Felicori (speaker)	Head of the Economic Development and City promotion Department of Bologna City Council, Italy
Mr. Toshiyuki Nemoto (speaker)	Professor and Dean of the Faculty of Regional Cultural Policy and Management in Shizuoka University of Arts And Culture, Shizuoka, Japan
Mr. José Lucas Chaves Maza (speaker)	Project Director of the Institute of Culture and Arts of Seville, City of Seville, Spain
Mr. Stephen Fuller (speaker)	University Professor & Director at the Center for Regional Analysis, School of Public Policy in the George Mason University in Fairfax, Virginia, United States of America
Mr. Carlos Laranjo Medeiros (speaker)	Chairman of Idanha's candidacy Committee to the UNESCO Cities of Music and the President of IPI Consulting Network
Mrs. Idalina Costa	Member of Idanha's candidacy Committee to the UNESCO Cities of Music and Deputy Mayor of Idanha-a-Nova Municipality
Mr. Pedro Roseta (moderator)	Member of Idanha's candidacy Committee to the UNESCO Cities of Music and Portuguese Minister of Culture of the XV Constitutional Government
Ms. Jessie Westenholz (speaker)	Member of Idanha's candidacy Committee to the UNESCO Cities of Music and President of the Jeunesses Musicales International, Denmark
Mrs. Lucette De Andrade Diawara (moderator)	Member of Idanha's candidacy Committee to the UNESCO Cities of Music and Ex-Representative UNESCO Côte d'Ivoire, Cape Verd
Ms. Ana Carla Fonseca Reis (speaker)	Member of Idanha's candidacy Committee to the UNESCO Cities of Music and Special Advisor on the creative economy for the UN (UNDP/UNCTAD), Brazil
Mr. José Maria Ballester (speaker)	Member of Idanha's candidacy Committee to the UNESCO Cities of Music and Director of the Rural Development Area of the Botín Foundation, Spain
Mr. Luís Filipe Castro Mendes (speaker)	Member of Idanha's candidacy Committee to the UNESCO Cities of Music and Poet/Novelist
Mr. Filipe Faria (speaker)	Member of Idanha's candidacy Committee to the UNESCO Cities of Music and Manager of the arts, programmer, researcher, cultural agent and musician
Mr. José Alfredo Crispiniano de Vasconcelos (speaker)	Member of Idanha's candidacy Committee to the UNESCO Cities of Music and Production Manager of Boom Festival
Mr. Luis Cipriano (speaker)	Member of Idanha's candidacy Committee to the UNESCO Cities of Music and Composer/Conductor





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Ms. Cristina Rodrigues	Member of Idanha's candidacy Committee to the UNESCO Cities of Music and Architect/Artist
Mr. João Paulo Janeiro	Member of Idanha's candidacy Committee to the UNESCO Cities of Music and head of Concerto Ibérico Baroque Orchestra
Mr. António Catana	Member of Idanha's candidacy Committee to the UNESCO Cities of Music and historian/researcher
Ms. Fernanda Gabriel	Member of Idanha's candidacy Committee to the UNESCO Cities of Music and special correspondent
Ms. Armanda Patricio	Member of Idanha's candidacy Committee to the UNESCO Cities of Music and conductor/ professor of the Regional Conservatory of Castelo Branco
Ms. Ana Rita Garcia	Member of Idanha's candidacy Committee to the UNESCO Cities of Music and director of the Idanha-a-Nova School of Management
Mr. João Abrantes	Member of Idanha's candidacy Committee to the UNESCO Cities of Music and artistic director of the Idanhense Brass Band
Mr. João Neves	Member of Idanha's candidacy Committee to the UNESCO Cities of Music and University Professor at School of Applied Arts of the Polytechnic Institute of Castelo Branco
Mr. João Carlos Sousa	Member of Idanha's candidacy Committee to the UNESCO Cities of Music and President of the Municipal Centre for Culture and Development of Idanha -a-Nova
Mr. José Manuel Castanheira	Member of Idanha's candidacy Committee to the UNESCO Cities of Music and architect/set designer
Mr. Flávio Pinho	Member of Idanha's candidacy Committee to the UNESCO Cities of Music and professor at the Music Conservatory of Coimbra
Mr. José Filomeno Raimundo	Member of Idanha's candidacy Committee to the UNESCO Cities of Music and director of the Idanha-a-Nova School of Management
Ms. Celeste Amaro	The Centro Regional Directorate of Culture
Ms. Manuela Catana	President of the of Idanha -a-Nova ethnographic folk dance group
Ms. Amélia Fonseca	Adufeiras de Monsanto folk musical group
Ms. Aurora Pedro	Adufeiras de Monsanto folk musical group
Ms. Helena Pires	Cantigas d' Aldeia folk musical group
Ms. Ana Poças	Cantigas d' Aldeia folk musical group
Ms. Palmira Ramos	Modas e Adufes ethnographic folk music group
Ms. Micaela Folgado	Modas e Adufes ethnographic folk music group
Ms. Carla Maria Santos Salvado	Centro Cultural Raiano, cultural center
Mr. Eddy Chambino	Centro Cultural Raiano, cultural center
Mr. Américo André	Ethnographic group of Penha Garcia
Ms. Sara Fortes	Marafona Encantada Cultural Association
Mr. Marlon Fortes	Marafona Encantada Cultural Association
Mr. Rui Pinheiro	Youth Association of Idanha-a-Nova
Ms. Telmo Valezim	Tocavacalhar Percussion Group
Mr. Paulo Tiago	Centro Cultural Raiano, cultural center
Mr. Hugo Oliveira	Centro Cultural Raiano, cultural center
Mr. Nuno Monteiro	Idanha-a-Nova Municipal Community Development Center for Companies
Ms. Sara Pereira	Idanha-a-Nova Municipal Community Development Center for Companies
Ms. Carina Morais	Idanha-a-Nova Municipal Community Development Center for Companies
Mr. Rui Mendonça	Idanha-a-Nova Municipal Community Development Center for Companies
Ms. Carla Nabais	Centro Cultural Raiano, cultural center
Mr. Carlos Maia	President of the Polytechnic Institute of Castelo Branco

